

# The World's Greatest Automobile Value!



## Now You Can Get

- a fully equipped quality touring car for \$525
  - a racy, streamline roadster for \$525
  - a fine coupe with balloon tires and disc wheels for \$675
  - a Fisher Body Coach seating five people comfortably for \$695
  - a handsome sedan beautifully upholstered and with full equipment and appointments for \$775
- All Prices f. o. b. Flint, Mich.

What you get for your money—that is what really counts—that is the definition of value.

In a Chevrolet you get the greatest amount of quality at low cost that it is possible to obtain in any car built.

Chevrolet offers you the most for your automobile dollar. It possesses 83 distinct quality features. It possesses construction typical of the highest priced cars—a powerful, economical motor—dry plate disc clutch—selective three speed transmission—sturdy rear axle with pressed steel, banjo type housing—semi-elliptic springs of chrome-

vanadium steel—beautiful streamline bodies, with closed models by Fisher, finished in handsome colors of Duco whose luster and color last indefinitely. Compare these features with those of any car that you may wish to buy.

Chevrolet gives you power, durability, dependability, comfort, economy and fine appearance. And because this car provides such an extent of quality at low cost, Chevrolet has become the world's largest builder of quality cars with sliding gear transmission.

See these remarkable values today.

## New Low Prices New Quality Features

ED MARSH MOTOR CO.

CHEVROLET DEALERS Oak and Pine Phone 446

## QUALITY BUILT INTO OLDSMOBILE

By I. J. Reuter, President and General Mgr. Olds Motor Works.

Undue praise is bestowed on the craftsman and artisan of the past, principally through our tendency to heap laurel wreaths on the brow of antiquity without proper knowledge. If guild workmen of the sixteenth century were to try to build a present Oldsmobile, the result would be a car greatly lacking in accuracy and precision and selling at a fabulous price instead of less than \$900.

Credit is due these early workmen for what they accomplished with the meager equipment of those times. But it is decidedly unfair to present day workmen and industrial scientists to exalt the craftsman of the past and his product. It can be safely said that these men in an entire century failed to bring about economies and betterments in manufacture as have, for example, been accomplished by the Olds Motor Works during the past year.

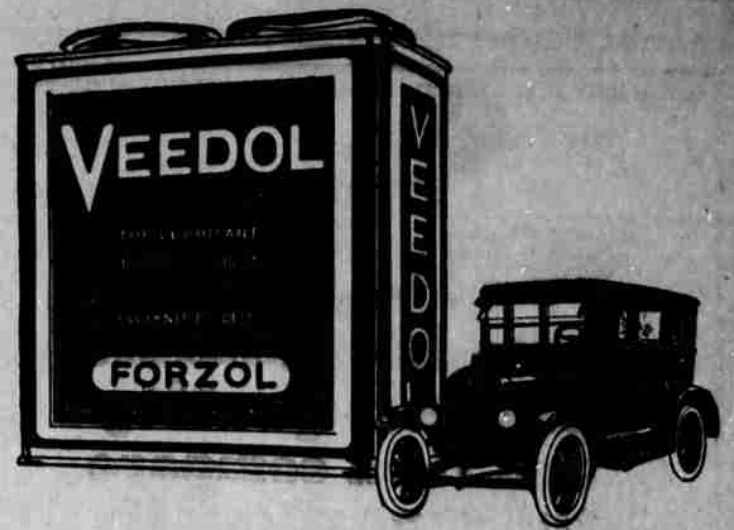
The recent introduction by the Olds Motor Works of the latest Oldsmobile with added power, beauty and performance at drastically reduced prices is illustrative of the vast difference between crafts of today and yesterday. Under the ancient system such an accomplishment would have been impossible.

For months an enlarged Oldsmobile engineering staff has been working toward two purposes— one to create improvement and the other to reduce manufacturing costs without the sacrifice of quality.

One group of skilled engineers devoted their time and talents towards changes that would result in more engine power without adding weight or sacrificing economy. A larger valve bore, a slight change in shape of another part, the lengthening of one rod or the shortening of another, such things as these were decided upon after exhaustive tests.

Every idea was tried out thoroughly before acceptance or rejection. Engines containing a proposed change were tested on dynamometers for hundreds of hours and their every degree of performance registered by delicate instruments. Then cars equipped with these engines were run thousands of miles around the 146 acre proving ground maintained by General Motors Corporation. The proving ground roads approximate every condition an automobile will be called to face, containing varying type grades and constructed of different kinds of road material, from a rough dirt road to the latest concrete speedway.

At the same time another group of experts were busy with manufacturing methods. New ideas shaved seconds off single operations. Machines that appeared to the layman to have uncanny intelligence and speed were improved upon. Changes in layout made further savings in time and labor. The result of these labors was the ability to make a better Oldsmobile at a lower cost than ever before.



## It is the proved economy oil for Fords . . . and there are eight definite reasons

ECONOMY of operation is certainly one of the deciding points in favor of the Ford car. Too often, however, the Ford owner forgets that economy of operation depends not on the car but upon himself.

For example, take lubrication. Experts now agree that this is the primary factor in the economical operation of any car. Yet how often do Ford owners confuse cheapness with economy when buying oil. There is one oil—Veedol Forzol—that is the proved economy oil for Fords. It will not be hard to convince you that this is a fact and not a mere statement.

### Why this is the economy oil for Fords

Veedol Forzol was created for just one purpose—to solve the unique problem of the Ford lubrication system.

The Ford engine and transmission are combined in one housing. Both must be lubricated by the same oil.

Only an oil made to do both Ford

lubrication jobs can give you economical Ford lubrication. That Veedol Forzol has this ability is proved by the results it gives—the "8 Economies."

### The Eight Economies of Veedol Forzol

- 1—10 to 25% gasoline saving
- 2—10 to 25% saving in oil
- 3—10 to 25% less carbon
- 4—Eliminates costly chatter
- 5—Resists heat and friction
- 6—Increased ability to coast
- 7—Resists fuel dilution
- 8—Reduces repair bills

Test these "8 Economies" in your own Ford. Check the improved performance of your car against the "8 Economies" and prove for yourself that Veedol Forzol is the economy oil for Fords.

Thousands of dealers displaying the orange and black Veedol Forzol sign and many authorized Ford agents will drain your crankcase and refill it with Veedol Forzol. Be sure to ask for Veedol Forzol by name.

### TIDE WATER OIL SALES CORPORATION

SAN FRANCISCO 414 Brannan St. LOS ANGELES 4842 Long Beach Ave. OAKLAND 2701 Ocean St.

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Also distributed by Chanslor & Lyon Company

WAREHOUSES IN ALL PRINCIPAL CITIES

# VEEDOL FORZOL

The Eastern Economy Oil for Fords

It costs less than 1 cent a quart to ship Veedol Forzol to the Pacific Coast. When you buy Veedol Forzol, you pay for quality—not freight.

Other makes of cars should use other Veedol oils. The Veedol Chart specifies the correct Veedol oil for your car. Ask your dealer.

## THREE CORNERED RACE FOR MAYOR VERY INTERESTING

By Margery Pickard Central Press Correspondent

NEW YORK, Aug. 25.—The three-cornered mayoralty campaign is turning Gotham topsy-turvy.

The democrats, who have had their own way in municipal politics for some years, are in a split; democrats are turning republicans, and republicans are running around in circles, afraid they won't be able to profit by the situation.

The campaign centers around John F. Hylan. He has been mayor for two terms. He wants another term. Tammany doesn't want him to have it. It has its own candidate, State Senator James J. Walker, an immensely popular young man. Republicans are backing Frank D. Waterman of fountain pen fame. There may be other independent candidates before the time reaches a climax.

### A Fare Platform

Walker and Hylan are opponents in the democratic primary. It is a foregone conclusion, however, that if Hylan is defeated in the primary, he will run against Waterman and Walker in the November election as an independent. If he wins the primary, there is no telling what Tammany will do. It is certain, however, that many democrats would turn to Waterman if Hylan is the standard-bearer.

Mayor Hylan's platform is the claim that he alone has kept the "traction interests" from robbing New York by raising the fare to 10 cents, the assertion that he alone will keep the fare at five cents for another four years. However, Walker was a big factor in the

five cent fare agitation in the state legislature, and Waterman is for five-cent fare.

But every organization adherent knows that in the primary campaign, at least, while this and other subjects will be debated in public, they will be subordinated in actual consideration to the big question of Tammany vs. Hearst, with the leaderships of Governor Smith, Judge O'Ryan and some of the lesser political chieftains hanging in the balance.

### A Fight to the End

Viewed from the standpoint of practical politics, the measure by which Tammany has been accustomed to appraise such situations, the organization had small reason for turning Mayor Hylan down for a renomination. There is scarcely a member who will not admit that in the matter of distribution of political jobs and patronage Tammany did as well at the hands of Mayor Hylan as it might have done under any one else. That it availed him nothing in the hour of his ambition merely emphasizes Tammany's realization of the real issue—whether Tammany or Hearst is to be the dictator of democracy in Gotham and New York state.

### How long should a wife live?

THE DAILY TEMPLOR.

(Associated Press Coast Wire.)

SAN FRANCISCO, Aug. 25.—Minor earth tremors extending throughout the bay section were recorded on the University of California seismograph about 10:50 o'clock last night. Tremors were also recorded at the same time by instruments at the Stanford University.

### DAILY WEATHER REPORT

U. S. Weather Bureau, local office, Roseburg, Oregon, 24 hours ending 5 a. m.

Precipitation in inches and hundredths:

Highest temperature yesterday: 86

Lowest temperature last night: 50

Precipitation, last 24 hours: 0

Total precip. since 1st of month: .55

Normal precip. for this month: .33

Total precip. from Sept. 1, 1924, to date: 42.76

Average precip. from Sept. 1, 1877: 41.33

Total excess from Sept. 1, 1924: 8.43

Average precipitation for 46 wet seasons, (September to May, inclusive): 41.59

Generally cloudy tonight and Thursday; mild temperature.

WILLIAM BELL, Meteorologist.

## EXHIBITORS MUST SUPPLY VASES FOR FLOWER DISPLAYS

Mrs. Jack Ponsler, chairman of the Roseburg Woman's club, and who is aiding in the preparations for the flower show, which is to be a part of the home and land products show, requests that all who plan exhibits at the flower display, arrange vases and pots for their own flowers. Mrs. Ponsler states that the competition is to be quite keen and that the show will be much larger than ever before, and because of this fact the committee will be unable to supply vases for all flowers, and must depend upon exhibitors to arrange for the vases and pots for their individual displays. It is expected that the flower show will be one of the big features of the annual products show, which is to take place on September 24, 25 and 26.

# QUALITY AT LOW COST

## TOKYO FLOODED AFTER 36 HOURS INCESSANT RAIN

(Associated Press Coast Wire.)

TOKYO, Aug. 25.—Tokyo was flooded today. As a result of almost 36 hours continuance rainfall, electric light, telephone and street car service is impaired.

Honjo, the lower section of the city, is inundated and thousands of homes have been flooded.

Few casualties have been reported, but heavy damage is expected from the disturbance.

Boys' all-wool suits and overcoats made to measure \$18.00 to \$27.50 at Berners, the Tailor, 2 doors north Liberty theatre.

## COLUMBIA BASIN IRRIGATION PLAN NOT FAVORED NOW

(Associated Press Coast Wire.)

WASHINGTON, Aug. 25.—The special commission on the proposed Columbia river basin reclamation project reported to Secretary Work that the time had not arrived when local and national interests required the proposed construction.

The report, pointed out that the cost of the project had been fixed at \$193,260,000, which is \$138 an acre, and declared the bureau of reclamation has not the information needed to formulate a development plan as costly and complex as the one outlined.

"Your commission has no doubt that the time will come when local and national interests will require the construction of these works and the utilization of these immeasurably valuable resources," said the report. It does not be-

lieve, however, that this time has arrived.

"So far as construction is concerned, the procedure of the pact could be followed, but building these irrigation works would not of itself insure solvent developments or create real opportunities for settlers. Past experience in this and other irrigated countries is conclusive that solvent reclamation requires a program of settlement and farm development."

Blizzard onslaught and hay cutter with attachments for sale at Wharton Bros.

## PORTLAND WOMAN NATIONAL LEADER AT TRAPSHOOTING

(Associated Press Coast Wire.)

DAYTON, O., Aug. 25.—Steve M. Crothers, of Chestnut Hills, Pa., made trapshooting history in the Grand American tournament at Vandalla yesterday, when he won the national amateur and all around championships by running off another perfect score of 200 his second in two days.

Crothers' performance, without precedent in grand American tournaments of the past, gives him a straight run of 400 targets with the possibility that his run will be materially increased in the class championship events scheduled for today.

Jimmy Bonner, New York City youth, who has gained a wide reputation for his remarkable scoring, shot off a 197 yesterday and took the junior national title. Gladys Reid, Portland, Ore., won the woman's national with 185, and Homer Clark, East Alton, Ill., became the professional singles champion, with 199.

The Texas state team brought down 966 out of 1,000 targets and finished first in the five-man state race. New York was second, with 980.

Indications are that about 700 shooters will be entered for the grand American handicap Friday.

Cook with gas.

## KLANSMAN TELLS FELLOWS TO QUIT EXPOSING FACES

(Associated Press Coast Wire.)

BUCKEYE LAKE, O., Aug. 25.—State and regional heads of the Ku Klux Klan meeting here in national council had before them today plans to obtain better co-operation of protestant ministers in the religious work of the order.

Means of further strengthening the women's branch of the Klan and the junior order also were to be decided upon. Representatives are present from virtually all the states, in addition to Dr. Hirman W. Evans, imperial wizard.

H. K. Ramsay, Atlanta, in an address yesterday, said a reversion to the original intent of the order to keep its membership secret is necessary.

He denounced the place of Klansmen appearing in public with the visors of their hoods rolled up and said they should never make a public appearance unless they are masked.

We cordially invite the ladies of Roseburg and vicinity to inspect our fall and winter line of millinery Aug. 27th.

## LAMSON DEFEATS CRAWFORD; O'BRIEN RETRIEVES LOSS

(Associated Press Coast Wire.)

PARIS, Aug. 25.—The French note to Berlin on the security question suggests that Germany open negotiations for a security pact based on membership in the league of nations and execution of the Treaty of Versailles.

While convinced an agreement is possible, the French assert that the Treaty of Versailles must not be tampered with.

"The entrance of Germany into the League of Nations is the only solid basis for mutual guarantee and a European accord," the notes say.

The note insists upon obligatory arbitration in all cases "to make further recourse to arms impossible."

It rejects the German proposal for a limited arbitration which might be applied to the western German frontiers.

Pumps for all purposes at Wharton Bros.

## CHINESE CAPTORS SPEED AMERICAN AWAY FROM TROOPS

(Associated Press Coast Wire.)

HARBIN, Manchuria, Aug. 25.—The Manchuria bandits who are holding Dr. Harvey Howard, American eye specialist, of the Peking Union medical college for ransom, have evaded the Chinese troops who had surrounded them and have taken their prisoner by boat up the Hwachuan river to a point 250 miles from Cuchin, in the Manchurian province of Hoingkiang. This information received here in a telegram from Roger S. Green, general manager, in China for the Rockefeller institute, who added that Manchurian troops of the Hoing Kiang forces are pursuing the bandits.

We sell woollens by the yard, Berners the Tailor, 2 doors north Liberty theatre.

## GERMAN ENTRY IN LEAGUE DEMANDED AS PEACE PLEDGE

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